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(71)Applicant : TSUKAMOTO YUTAKA  
TSUKAMOTO YUTAKA

(72) Inventor: TSUKAMOTO YUTAKA

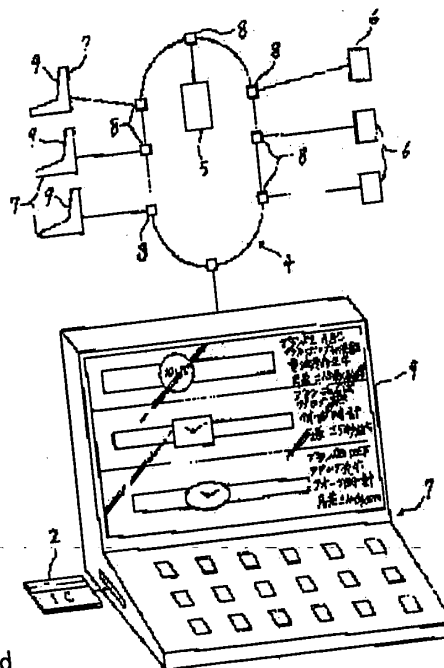
(54) INFORMATION PROVISION SYSTEM

(57)Abstract:

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PROBLEM TO BE SOLVED: To prevent user's privacy from being impaired due to that a user's profile information to be necessitated at the time of selecting information matched with user's taste is disclosed unexpectedly.

information matched with user information unexpectedly.

**SOLUTION:** Terminals 6 of various information providers transmit various offer information (product information) to a host computer 5 connected to a VAN 4, the profile information on a user which is recorded on an IC card 2 is read by a terminal 7 and is transmitted to the computer 5 and the computer 5 selects the transmitted offer information (product information) based on the transmitted profile information and transmits and provides offer information that matches the taste of the user to a terminal of the user. The profile information recorded on the card 2 is classified into ranks A to C according to the degree of secrecy and it is possible to input and set which rank of profile information is allowed to be disclosed according to the user's operation.



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